

# Setting SMART Goals

Specific	Measurable	Attainable	Relevant	Timebound
<p><b>S</b></p> <p><b>G</b></p>	<p><b>M</b></p> <p><b>O</b></p>	<p><b>A</b></p> <p><b>A</b></p>	<p><b>R</b></p> <p><b>L</b></p>	<p><b>T</b></p> <p><b>S</b></p>
<p>Goals should be specific in order to be effective but also simplistically written. They should clearly define what needs to be accomplished.</p> <p>Goals should be clear, concise and concrete, and they should have a desired outcome. If a goal is not specific, it won't be measurable.</p> <p>To set a specific goal the following six "W" questions must be answered:</p> <ol style="list-style-type: none"> <li>1. Who – Who is involved?</li> <li>2. What – What needs to be accomplished?</li> <li>3. Where – Identify a location.</li> <li>4. When – Establish a timeframe.</li> <li>5. Which – Identify requirements and constraints.</li> <li>6. Why – Specific reasons, purpose or benefits of accomplishing the goal.</li> </ol>	<p>Goals should be measurable so that there is tangible evidence that it has been accomplished, a yardstick for measuring or evaluating the success or completion.</p> <p>What metrics or data will be used to determine if the goal was met?</p> <p>A measurable goal is one that has definite criteria for success. A good rule for determining a goal's measurability is to answer the following:</p> <ol style="list-style-type: none"> <li>1. How much?</li> <li>2. How many?</li> <li>3. How will I know when the goal is accomplished?</li> <li>4. Indicators should be quantifiable.</li> </ol>	<p>Goals should be achievable; they should stretch the employee slightly so they feel challenged but defined well enough so they can achieve them.</p> <p>Is the goal attainable and achievable? An employee should be able to attain the goal with effort and commitment.</p> <p>Does the employee have the necessary knowledge, skills and abilities needed to achieve the goal? Are resources available?</p> <p>While a goal should not be too easy to achieve – an employee shouldn't become demotivated because the goal is impossible.</p>	<p>Goals should measure relevant outcomes, not just activities. The goals should matter. A relevant goal can answer yes to these questions:</p> <ol style="list-style-type: none"> <li>1. Is the goal worthwhile?</li> <li>2. Is it the right time?</li> <li>3. Does the goal align with broader goals?</li> <li>4. Is this employee the right employee?</li> <li>5. Why is the result important?</li> </ol>	<p>Goals should be linked to a timeframe that creates a practical sense of urgency, or results in tension between the current reality and the vision of the goal. Without such tension, the goal is unlikely to produce a relevant outcome. A time-bound goal will usually answer the question:</p> <ol style="list-style-type: none"> <li>1. When does the goal need to be accomplished?</li> <li>2. What can be done today?</li> <li>3. What can be done within six weeks?</li> <li>4. What can be done within six months?</li> </ol> <p>Goals should have definite starting points, time duration, and ending points.</p> <p>A deadline too far in the future is too easily put off. A goal set too close is not only unrealistic, it is discouraging.</p>

**Additional Resources:**

[UA Performance Evaluation Guidelines](#)

[10 Steps for Conducting Successful Performance Evaluations](#)

[Supervisor TIPS for Completing the Performance Evaluation](#)

[Coach to Improve Performance: Providing Constructive Feedback](#)